

Mr Ivan Jefft

10/11

PARKERGRAMS

1958
LWS
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FOR PARKER PEN DEALERS



NEW BOLD STEPS IN PARKER MERCHANDISING

Two men—one real, the other highly unreal—will help herald the coming of Parker's annual May-June sales program. Neither will be named yet one has helped shape our destiny and the other could easily become a household character. One is an ex-president, elder statesman and revered public servant. The other is a figment of Hollywood's zesty imagination.

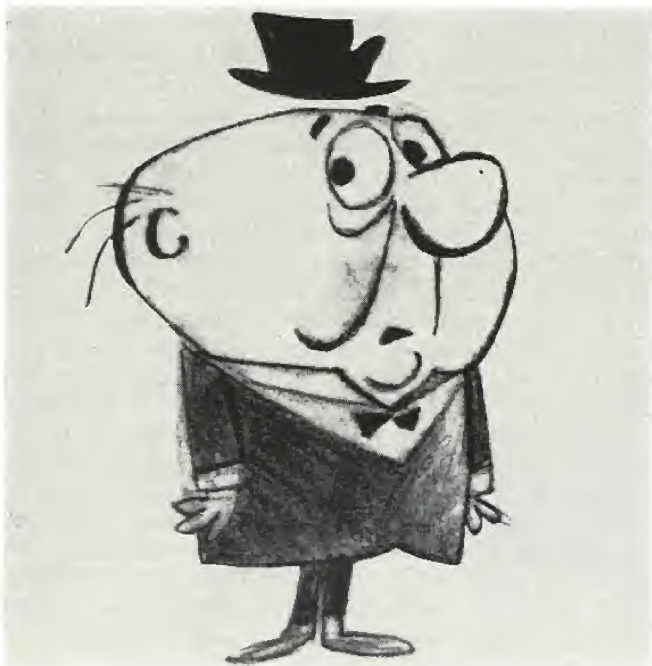
They are both part and parcel of a many-faceted program designed to reinforce Parker dealers during the long-awaited May-June season. Other ingredients of the program run the gamut of advertising resourcefulness. Altogether they form a solid assault designed to appeal to all age groups and all price points.

But, getting back to the two men, they help represent two bold steps in Parker's master merchandising plan. Continuing its eminently successful celebrity ad series, Parker proudly announces that the renowned gentleman pictured top left has consented to appear in a full-page color portrait ad on the Parker 61 Capillary pen. Typical of this series, the celebrity remains unnamed. The ad is scheduled for a late May issue of **Saturday Evening Post**. (Characteristic of the man, his fee is being handed over to the Boy's Club of America at his request).

The other pixyish-looking fellow—also unnamed, but only because no one has dubbed him with one—is destined to be mimicked in homes all across the land. He is the main character in a new series of TV spot commercials scheduled to enter 14 million homes each week for 13 weeks.

His appeal is threefold. He sparks humor, introduces

(Continued next page)



*From the library of the
Pen Collectors of America*



*Support the hobby.
Join today!*



Mixmaster language, distinguished personages and "double bubbles" Create new bold steps in Parker merchandising

(Contd. from page 1)

a new type of "Mixmaster language" and pinpoints a common problem—ball-point pens that skip. For instance, one chapter of his commercialized life shows him, in obvious anger, tying his ball-point pen to a huge rock. When asked "What's wrong?" he shouts: "My small joint hen blips . . . my fall boint spen quips . . . flips . . . pips . . . Ooooo!" He then heaves the rock, with pen attached, into the ocean! After being pacified, straightened out and sold on the T-Ball Jotter, the commercial shows him smilingly urging viewers to "Bet the Barker 3-Ball Spotter!"

(Although his appearance will be new to TV watchers, his voice should strike a respondent chord. Bill Thompson, for years "Mr. Whimble"—husband of "Twee-tie"—and regular on the "Fibber McGee and Molly" radio show does the narration.)

This bit of juxtaposition with words is at first startling, then titillating, then contagious. The over-all result is a solid impression, the Holy Grail of any advertising effort.

But these two features are not all. For instance, there is the "coup de grace" of salesmanship aimed at the consumer who simply **must** have a non-skip ball-point pen. It reads: "Your money back if your Parker T-Ball Jotter skips!" This is a solemn agreement between customer and Parker, one that bespeaks Parker's product confidence.

There is magazine advertising—in both color and black-and-white—in the powerful **Reader's Digest** with its staggering circulation of 11 million, and the **Saturday Evening Post** with its established faithful readership of over 5 million.

Parker 61 celebrity ads are scheduled for two May issues, both in **Post** and the May and June **Digest**. The William Holden ad has already appeared in the April 5th

Post. Additionally, a T-Ball black-and-white full page ad will be run in the June **Digest**.

To close the gap between television and mass magazines, Parker is employing newspapers with their "impact advertising" campaign. This means full-page ads in all major markets. As in the past, these will be accompanied by free dealer listings. Circulation of the newspaper program alone will top 20 million!

Then, like the Horn of Plenty overflowing, the May 10th issue of the **Post** will carry yet another innovation in Parker advertising. (See cut.) Splashed across two whole pages in a brilliant, captivating burst of red, Parker's six major products will be displayed almost double actual size! Called the "line" ad, it will show the 61 (and its familiar "fills-itself" filling process) plus a "51", 41, Debutante, "21" and T-Ball Jotter.

For store windows and counters comes an array of colorful materials—all coordinated with the general advertising campaign described here.

Red, white and blue streamers announce the "money back" non-skip claim. Giant T-Ball pens act as "crowd stoppers" for store fronts. A new "double bubble" literally hands T-Balls to passing customers. A new counter card holds six individually plastic-encased pens. With a bright red background, this card is a companion piece to the **Post** ad. A separate counter card duplicates the "line" ad.

One observer, after studying this program in its entirety, labeled this a "cooking bird." In guided missile parlance, a "cooking bird" is a missile that is building up thrust. And that it is. There is, in fact, more thrust per square inch here than in any other merchandising program ever conceived in the writing equipment industry. The high octane fuel for this "bird" must now be supplied by the thousands and thousands of Parker dealers.



YOUR DOODLES

and what they mean to you!

by HELEN KING

Part Two of a Special Series

"In recent years handwriting analysis has left the realm of the mystic arts and has grown in favor with psychiatrists as a diagnostic tool, a 'quickie' Rorschach, as it were, for the unconscious seems to shape the trail of ink we leave on paper in spite of copybook training and conscious control. And now, at last, the doodle is coming into its own as a respectable diagnostic tool . . .

"It would seem to have much to offer, for it is actually Rorschach in reverse. In it are combined the symbolic elements of the fantasy and the dream, yet it is an objective pictorial production made by the hands guided by the unconscious while the conscious mind is focused elsewhere. Thus it would seem that doodles provide unique opportunities for exploration of the hidden aspects of personality."

Helen King

David Garroway

Happy-go-lucky, whimsical Dave Garroway has a most serious side to his nature—and his doodles have given him away! NBC's emcee of the early morning TV program "Today" indulges in firm, clean-cut strokes

DAVE GARROWAY



and sturdy-looking gadgets.

All doodles seem to slant to the right, at some point; and all indicate a pickup of the people and conditions surrounding Dave at the time.

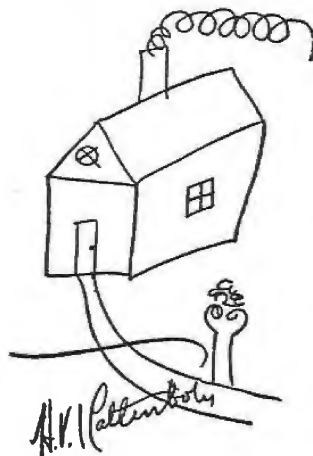
The television eye is looking skeptically at a "flying saucer," but the artist is almost unaware he has expressed his personal opinion!

The oscillating lines indicate the

vibrations of the speaking voice being projected into a microphone. And the analysis?

Dave is analyzing, planning—even while announcing, interviewing and listening. The little ol' unconscious is always at work.

H. V. KALTENBORN



Hans V. Kaltenborn

Hans V. Kaltenborn, dean of newscasters of the broadcast industry and a newspaper columnist, is one of those people whose conscious and unconscious are so allied that doodling is a rare event. But as the occasion arises he is apt to reproduce a "childhood drawing—the little red schoolhouse I used to go to."

Mr. Kaltenborn is fortunate in being able to recognize the origin of his doodle. His unconscious goes back to education, back to the roots where the little boy Hans learned to master the words and to analyze the power behind them. The school is symbolic of the academic training which produced the brilliant man of today.

It is coincidence that Mr. Kaltenborn is presenting a news program of

the highlights of the past 50 years—while he is doodling the little red schoolhouse of 50 years ago?

Senator Estes Kefauver

Senator Estes Kefauver, Tennessee, draws a curious variety of doodles—games of ticktacktoe, faces, decorated words, and boxes. The ticktacktoe games are numbered, rather than x-ed or o-ed, and the plays in correct winning order are shown. A logical mind.

The profiles and head, not too happy, show a momentary depression when the Senator doodled. Something worried him with relation to people (rather than projects or objects).

The slender boxes, decreasing in size, tied together with a V, show a planner who gets to the heart of a subject, without letting go of any of the ideas involved in the process.

The Senator's own initial is repre-

SENATOR ESTES KEFAUVER



sented. The words may refer to momentary conditions; the decorations thereon tell of the ability to hammer home a point.

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A DAY IN FREEPORT WITH PARKER PEN

In the beginning, this was to be a picture story. All during the hours spent with a cooperative, veteran Parker account manager it was in preparation for a picture story. Even as we joked about the off-chance of camera failure, we were planning a picture story.

But over-confidence angered the gods of shutter and synchronization and so, what began as a picture story with words is now a word story with pictures, few pictures.

It begins with steel-gray Carl Carl-

mark driving his 22nd Pontiac in 27 years as a Parker account manager. The auto passes a city limits sign at the north edge of Freeport, Illinois. Carlmark, who lives in Madison, Wisconsin, was up and on the road at 6:45 a.m. to be here. He'll reach home about that time this evening.

"Freeport," reads the sign, "25,600." The small percentage of that 25,600 we were to meet proved that Freeport was an easy-living hospitable Midwestern town. Carlmark slows his auto to a point beneath the required 45 mph limit.

It takes twice around the block to find an opening alongside a red-colored parking meter on Stevenson Street. "These only take nickels," complains Carlmark, "on other streets they take pennies and nickels." Like cigarets, parking meters can eat up a sizable sum of money over a year's time. Especially when they take only nickels!

First stop on the call list for today is Garrity Rexall Drug. Here's a store which began not too long ago in one small corner area, moved recently into two stores down the side street and now is expanding its wall in the other direction. Mrs. Gertrude Kuper, pen buyer, apologizes for the crowded conditions around the pen counter. She explains that remodeling and expansion have pressed them for space.

Carlmark first inventories the store's stock, counting Deluxe 61's, Deluxe "51's and Standard "51's. Recent price reductions on these items make the dealer eligible for free merchandise. New price tags are provided, also.

General Manager Tom Casper stops by to shake hands and welcomes Carlmark's news about these gift pens. He is persuasively reminded that competition never does this kind of thing. Casper agrees.

Back to work with Mrs. Kuper, Carlmark points out where she is short on a particular color or model pen, praises where a model has sold well over the Christmas period and asks to see her Jotter refill stock. All of the time he is noting down each need on a small pad of paper.

This latter action is a time-saving device used by this veteran salesman. Tonight, when he sits at his desk

back home, he'll transfer these notes to the more detailed official order blanks.

Next stop: Crawford Drug Store and hat removal ritual. (This is a habit and trademark with Carl Carlmark. Immediately after entering a dealer's store he politely removes his hat and rests it atop his briefcase. A sign of esteem. A sign of dignity.) Boss-man at Crawford's, George A. Henkel, a man of Carlmark's size and weight, but with coal black hair slightly sprinkled with gray confronts him with outstretched hand and a quip about slow business. Nonetheless, Henkel (who complains that everyone spells his name "Hinkle") agrees that the pen business has been good to him and he orders more merchandise. He also needs a display card on T-Ball for his window, he says. "That's a good pen."

Robert G. Luecke started his jewelry shop in the corner of an ancient Freeport drygoods store owned and operated by his mother-in-law. After sometime, he shared the building equally with her and since her demise has occupied the entire floor area. The store specializes in quality merchandise from fine fountain pens and precision barometers to multi-jeweled watches and exquisitely crafted grandfather clocks. Recently, a new front was built onto the store.

Son Charles Luecke is in the business with Dad and says he's back of Parker's franchise efforts 100 per cent. He admits not reading the early Fair Trade letters written to dealers by John Mack, assistant vice president in charge of domestic sales. "But they kept coming and I started reading them," he says, "and I agree. I think Parker is backing up the pen dealer."

When their business has been transacted, he walks Carlmark to the door to say goodbye. This would have made a good picture for the picture story.

Lunch at the local hotel is a habit with Carlmark when he's in Freeport. He orders his favorite selection from this particular menu, ground sirloin with a thick slice of onion. Later this afternoon when the work day is over, he'll stop at Young's restaurant for

(Continued on page 6)



How to put more **SERVE** in consumer pen service

Eight years ago, if a cowboy snapped his Parker pen in half while bounding aboard his horse, chances are that it would have to travel at least 1,000 miles by mail to reach a Parker factory service office. At that time there were only four such locations.

But not today. In 1958, in addition to the four offices in Janesville, Chicago, San Francisco and New York, a Parker subsidiary company, Parker Pen Service, Incorporated, operates service branches in Atlanta, Roanoke, Springfield (Mass.), Wilmington (Del.) Cleveland, Detroit, Omaha and Dallas.

Watching over this vast service system is a former Parker account manager with a record of over \$1,000,000 in sales. He is John Francis, a native of Janesville who has been with Parker since June of 1946.

Francis' aim in life is only one: to give better dealer and consumer service in repairing pens and do it faster than ever before without sacrificing one decimal of quality. And amazingly, PPSI (as the subsidiary company is called) is doing just that!

In a year, 220,000 units are serviced by PPSI's eight locations, with emphasis on 24-hour service!

The biggest problem facing PPSI is psychological. And it explains why four branches operated by the parent company handle 20,000 more pens annually than the eight offices of PPSI.

The problem is this: Far too many retailers, when faced with a customer service need, automatically assume that the best service will be obtained from the parent company or its offices.

This is not true, says John Francis. "The quality of service is the same, whether a pen is handled by the Chicago office of The Parker Pen Company or the Roanoke office of PPSI. Parker Pen Company branches are actually hindered by this kind of thinking on the part of the dealer. Instead of being able to maintain 24-hour service, as does PPSI, the factory has a pen in process for 10 days. It's impossible to process them faster because of the huge quantity."

There are numerous reasons why a pen is sent in for service. About 30 per cent of all those which flow into PPSI branches or offices of The

Parker Pen Company are there strictly for point exchange. These, for the most part, have been received as gifts. Other pens require service because they have been dropped, their owners have attempted point adjustments or minor repairs, improper inks have been used in them, or, it may be that the owner just didn't read the directions on filling.

To back up the claims of quality and prestige made by the company, the service branches make about 30 per cent of these adjustments and repairs at no cost to the consumer. A good percentage of these are made for men in U. S. armed forces stationed overseas. Providing free service to armed forces personnel overseas has been a company policy since World War II.

Still another policy of good will practiced by the company is the free reconditioning of merchandise damaged by flood. This is provided in cases where the retailer is not covered by insurance. "This service alone," said John Francis, "has probably meant the difference between bankruptcy and a new start for many pen retailers hit by flood."

ATLANTA, GEORGIA



DALLAS, TEXAS



Your Doodles

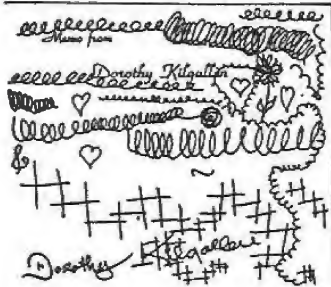
(Continued from page 3)

Dorothy Kilgallen

Hearts, flowers, circles and two musical clefs. Such is the doodle of Dorothy Kilgallen, newspaper columnist, radio-television personality, submitted some time ago.

Hearts and flowers are drawn by

DOROTHY KILGALLEN



those who are sentimental, and romantic. The numerous circular drawings enhance this still further. Miss Kilgallen, for all her rugged professional work, has retained her own femininity.

The little fences she scatters throughout the doodle show her fencing in, her holding in, her protection of her own primary interests, such as children, home and hubby.

Ex-Governor Walter J. Kohler

Ex-Governor Walter J. Kohler, Wisconsin, blocks off corners when he doodles. He tends toward angular and "boxy" doodles. The box and angular formation tells of analysis, construction, and a think-it-through trait.

PARKERGRAMS

May, 1958

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The Parker Pen Company

Janesville, Wisconsin

Printed in U. S. A.

GOVERNOR WALTER J. KOHLER



Sincerely yours,

Walter J. Kohler
Walter J. Kohler

Blocking off corners may be interpreted to mean that the Governor blocks off portions of his knowledge from the rest of the world. He retains thoughts, retains ideas, does not tell all he knows. He can be trusted to respect a confidence.

Senator Frank A. Lausche

Handwriting analysts will be especially interested in the writing and doodles of Senator Frank J. Lausche, of Ohio. The strokes of his signature are picked up in the doodle and vice versa. Note the circle stop F in Frank, the J and the L in Lausche. Circles all.

Note the circles in the doodle. Again study the easy up-and-down strokes of the rest of the signature, then look to the remainder of the doodle. Up-and-down strokes. Both resemble the writing exercises of penmanship instruction given in grade school—circles and straight lines.

SENATOR FRANK J. LAUSCHE



Senator Lausche is one who would rather act than talk, who would rather do than write. His doodles show that he is cooperative and considerate. They show that he has a mind of his own and won't be easily led away from his chosen path.

(Condensed from the new book, "Your Doodles and What They Mean to You", by Helen King, published by Fleet Publishing Corporation, Grand Central Terminal Building, New York City, Price \$3.95.)

The Travelers

Long distance travel agendas are not new to The Parker Pen Company, renowned for its globe-girding business ventures. But the company's Foreign Sales Division has come up with a record-breaker! During the next six months export travelers will fan out around the world to 96 countries and will collectively travel more than 169,000 miles by air and span the globe twice before returning to home base in Janesville.

DAY IN FREEPORT

(Continued from page 4)

another favorite, home-baked hickorynut cake and coffee.

Immediately after lunch, Carlmark calls on John A. Mertins, Merck Book Store, for an inventory of pens, repricing reduced models, and a small but worthwhile sale. Next stop: The Otto Wagner Store, Freeport's largest stationery shop.

Wagner's is operated by Norbert Bach, a man of medium build with a medium amount of hair and much more than medium personality. He beams good humored friendliness and we get an excellent picture of Carlmark posed among a smart arrangement of Parker point-of-sale displays—if it had turned out.

Bach claims no bloodlines with the great composer and admits that he "can't play a note." But he has a peculiar talent for making delightful music on the pen department cash register and is Carlmark's best account in Freeport.

One side of his window area is being redecorated and Bach points out the need for some Parker display material on the T-Ball. He'll get it—fast! And tonight when Carlmark sits home working over the days events, he'll fill in a good, healthy order for The Otto Wagner Store.

With his hand still feeling the warmth of friendly handshakes and with his pockets empty of parking meter change, Carlmark heads back north, past the city limits marker, away from the 25,600 people who live there. Those who know him will welcome him back on his next visit. Those who do not know him, will see evidence of his presence the next time they go to purchase a fine writing instrument.



The End





Like everyone else, Parker Pen people enjoy visitors. Whether the visitor is an Ohio pen buyer or the head of a huge West Coast distributorship, he is welcomed with the same enthusiasm.

Recently, Janesville was honored with visits from such notables as: above left:



Ralph Kennel, stationery buyer of Meir and Frank, Portland, is flanked by company officials Daniel Parker and Carl Priest. Center: Joseph S. Selby (right) president of S & K Sales, San Francisco, chats with Bruce M. Jeffris, president of Parker Pen. Right: Max Koogler, merchandise manager



of Elder-Johnson, Dayton, and his pen and stationery buyer Miss Betty Butcher (both seated left) talk fair trade with Stanley Weigel (seated), Parker's counsel on fair trade, and Robert Collins, franchise administrator.

Perforated Thoughts

A feature column in the well-read *Los Angeles Times* was headed "Wanted: A New Type Pen." The author—Ted Bomar—pleaded the case for a pen "that will write on a hole."

Writer Bomar declared that we are living in the "punched card" age. He says: "It used to be that you, as a tax-paying, bill-paying and check-cashing citizen could use any old pen that would fill in the required data along dotted lines. With some satisfaction or trepidation, depending on the circumstances, you could affix your signature with a bold flourish.

"No more. Nowadays you are given a card that resembles a used shotgun target and asked to perform a feat of penmanship across a series of rectangular holes. You are cautioned, at the same time, to make the writing clear and legible."

Well, the wags at Parker could not let this opportunity pass. Bomar was rushed a Parker T-Ball Jotter with this message.

"Here is a pen that is specially designed for veering sharply around corners. It is therefore ideal for this punched card age we're in. Because of its unique textured ball with thousands of tiny grippers, the T-Ball writes over all writing surfaces.

"You have to admit, Mr. Bomar, that we pen manufacturers have done most of our job. Your argument should be with the paper producers—urge them to create a paper that, when punctured, will have a solid hole!"

Printed Reminder

People have a natural ability to let things slip their minds. The birthday of a loved one, for example, can be lost in the scurry of the day. Then, too late, there comes a reminder—and disappointment.

That won't happen in Parker's South-eastern Sales zone if Zone Manager George W. Whiteside has his way. To each of his account managers he has sent 50 white cards measuring nine by seven and a half which ask in bold letters: "Is there a birthday in your family this month?" The cards go on to suggest that there is "No more personal gift than a fine Parker Pen engraved with the name and date."

The card is the idea of Jed Dury, of Dury's in Nashville, who has used it with much success.

Big Value

Recently we read a small advertisement in one of the Sunday supplements which offered "13 refills for \$1—Value 49c each." Further down it listed a half-dozen famous makes of ball point pens which these refills would fit. "All these," the ad read, "and over 200 others—except the Parker Jotter."

That's an important point to remember. When a customer buys a Parker T-Ball Jotter, he becomes a refill customer as well because only Parker makes a refill precision fitted to the T-Ball Jotter pen.

WINDOW SHOPPING

Tops Meet Tops In Sales Session



All of the people in this picture are tops in their sales ability and performance. The one standing is Harold Schultz, a Parker account manager. The rest have made their company, Jacquin and Company, Peoria, a finalist in the annual National Brand Names contest conducted for stationers.

Mr. Thomas Jacquin invited Schultz to conduct the sales meeting shown in progress in the photo. This same picture was submitted to the national contest.

From left to right are: Carl Kumpf, Thomas Jacquin, Gene Waller, Harold Schultz, Giles Keithley, Lura Sehmer, Stella Tingstadt, Helen Perdun and Isabell Pierson.

English Parkers

The Parker Duofold is a name from the past to U.S. pen buyers, but in England, the Duofold is still very much a reality—and a fine writing instrument as well! The Parker Pen Company, Ltd. manufactures a complete line of modern Duofolds (see cut) from the Duofold Maxima in the fore ground, to the petite Lady Duofold with its distinctive hooded point.





A whole bank of new punch presses, like this being used by Fran Boyle to join the Jotter cap and clip, were purchased for the Metals department.

Satisfaction Guaranteed

To Americans, accustomed to an economy where one is not satisfied with owning just one TV set or one coat or one car, this insight into the average Russian is enlightening.

Budd Rosenberg, who has spent 40 years in the jewelry business and now writes a column for the *Daily Commercial News*, San Francisco, tells of visiting Russia last year. He relates how he wished to make a gift of a Parker pen to one of his guides, but was told: "I already have a fountain pen." On another occasion he offered a pair of gloves to a woman guide who replied, "I already have a pair of gloves."

Apparently one is enough in Russia.

Communique

Man's real inhumanity to man is that after devising so many languages, he has troubled himself to learn so few. The truth in this is exemplified by the address on a package from Spanish Morocco which arrived in Janesville recently. It read:

Parker "51" To Fill
Press Ribbed Bar Firmly 4 Times
Use Dry Writing

The Parke (sic) Pen Co. Made in USA

At first glance, this stirs a chuckle. But to laugh is to do an injustice to the person who sent the package. Obviously, being unable to read or understand English, he copied from the body of his treasured pen what he assumed to be an address. He trusted his own ignorance and chanced the loss of his pen.

Fortunately the two words Parker "51", which have become part of the universal language of product trademarks, meant Janesville, Wisconsin to someone at the package's point of entry.

Moral: Our inability to communicate can lose pens—or start wars.

New Milestones For Janesville Industry

Five Millionth T-Ball

On the very last day of February the five millionth T-Ball Jotter passed final inspection and was officially recorded in the inventory of finished goods at Arrow Park. Counting back to the first Parker Jotter which was made in 1954, this pen is number 20,560,000! (Additionally, Arrow Park has produced some 14,800,000 refills—2 million of them T-Ball.)

This milestone pen stands as a shiny credit to all of the people at Parker Pen whose conscientious effort and cooperation made it possible. The merit is shared by the members of Product Planning who developed and designed the Jotter, by the skilled technicians whose know-how prepared Arrow Park for its production, and, too, by all of those whose abilities and craftsmanship shaped its final form.

But importantly, also, this five millionth T-Ball Jotter is a physical representation of the vast quantities of machinery and tools which were necessary additions to facilities at Arrow Park.

Since 1954, an estimated \$1,200,000 has been spent in acquiring piece after piece of efficient, easily operated equipment and tooling from watch-precision automatic screw machines costing \$13,500 each to bench-sized punch presses with a cost of \$350 per copy. Without these tools, without

this huge outlay of money, there would be no five millionth T-Ball, because there would be no Jotter.

Fiftieth Year

Symbolic gold-writing T-Ball Jotters were presented to General Motors officials by Daniel Parker during the GM 50th Anniversary recognition sponsored recently by the Janesville Chamber of Commerce and The Parker Pen Company. The presentation was made at a special reception held before the banquet.

Following the banquet, at which Mr. Parker paid tribute to GM, he received a letter from GM's Harlow H. Curtice thanking him for his remarks.

"I sincerely hope that we can continue to deserve the high regard of all our neighbors in Janesville," Curtice wrote, "including The Parker Pen Company and its eloquent executive vice president."

"We recognize," the letter continued, "that an anniversary is not necessarily a symbol of progress. It may only mark the passage of time or serve as a reminder of old age. In General Motors, we look upon our Fiftieth Anniversary Year as a time of appraisal—an opportunity to assess the past and plan for the future in the knowledge that from the progress of the past comes the promise of the future."

Pulchritude in Paris



Paris is a place, so Americans say, where inhibitions are left on the plane which brought you and you do things you would not ordinarily do. If any picture is proof of this belief, then this picture is. For it is surely not commonplace for actress Kim Novak to be asked to autograph the back of a Frenchman's neck. And, come to think of it, it's not very normal for a man to turn his back on such a pulchritudinous female.

